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Adobe welcomes Australian Government's National Innovation and Science Agenda

Sydney, AUSTRALIA — MONDAY 7 DECEMBER 2015 – Adobe has welcomed the Australian Government's national innovation and science agenda, in particular the focus on talent and skills, which is crucial to Australia's economic prosperity and ability to fully leverage the benefits of digital.

The Australian Government's innovation statement includes 24 measures focusing on the themes: talent and skills, culture and capital, collaboration and government as an exemplar.

Adobe's President for Asia Pacific, Paul Robson, welcomed the Government's investment in digital innovation.

"Adobe works closely with all levels of government across the country as they embark on their digital transformation journeys. Digital has disrupted almost every aspect of our lives and it's promising to see policy initiatives emerging to drive the innovation discussion forward," Mr Robson said.

"As more people choose to access information online, on any device, and wherever they are, governments and businesses need to transform their way of delivering services and this will be difficult with current skill shortages.

"Adobe's annual research into the state of digital across Asia Pacific consistently finds that skill shortages are a major obstacle to digital advancement. Increased investment in skills development will help businesses and governments to drive digital transformation, leading to increased efficiency, business growth and a greater experience for customers and citizens.

"Today's announcements are a welcome addition to the digital transformation discussion and I look forward to working with the Australian Government, and all governments, to drive the innovation agenda forward."

Adobe also supports the announcement that Government will lead by example and embrace innovation and agility, as digital technologies provide opportunities for delivering more efficient and better public services. Earlier this year, a report by Deloitte Access Economics, commissioned by Adobe, found digital government transformation could deliver benefits to citizens and government worth \$26.6 billion. To read the report visit: [Digital Government Transformation: Unlocking the Benefits of Digitising Customer Transactions](#)

Download Adobe's 2015 Digital Dashboard: [APAC Digital Marketing Performance Dashboard 2015](#).

Adobe also works with teachers across Australia to help ignite creativity in the classroom and promote digital skills development. Around 9,000 teachers across the country are members of the [Adobe Education Exchange](#).

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